# IMPACT OF MARKET SEGMENTATION ON SALES OF INDUSTRIAL PRODUCT IN NIGERIA.

(*A Case Study Of Tuyil Pharmaceutical Industry, Ilorin, Kwara State*)

***BY***


**BAYODE TEMITOPE STEPHEN**

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**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT, INSTITUTE OF FINANCE AND MANAGEMENT STUDIES.**

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## CERTIFICATION

This research work has been read and approved as meeting the requirement for the award of National Diploma (ND) in Business Administration and Management, Institute of Finance and Management Studies Kwara State Polytechnic, Ilorin Kwara State.

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|---|---|
| ____________________ | ____________ |
| **MR. ABDULLAHI I.** | **DATE** |
| **(Project supervisor)** | |
| ____________________ | ____________ |
| **Mr. KUDABO M.I** | **DATE** |
| **(Project Co-ordinator)** | |
| ____________________ | ____________ |
| **Mr. ALAKOSO I.** | **DATE** |
| **(HEAD OF DEPARTMENT)** | |
| ____________________ | ____________ |
| **EXTERNAL EXAMINER** | **DATE** |

## DEDICATION

This project is dedicated to Almighty God, the creator of Heaven and Earth my source of inspiration, wisdom knowledge and understanding, he as been my source of strength throughout this program. And also dedicated this to my Mum who has been my greatest support system and thanks to my Dad also May God Almighty continue to be with them throughout their entire lives and bless them abundantly. (Amen)

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One has to admit that in this environment in carrying out the task of His/Her study can be challenging and painstaking.

Firstly my thanks and appreciation goes to Almighty God the most merciful and the beneficial for His guidance and protection over my life up till this moment and for the mercies the has granted me in my study of discipline and my pursuit of my National Diploma programme and for seeing me throughout my stay and challenge in Kwara State Polytechnic Ilorin may He be highly glorified.

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God bless you all.

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# CHAPTER ONE

# INTRODUCTION

## 1.0 Background to the Study

Marketing has over the years advanced from various concepts and philosophies, which include the production concept, selling concepts, and product concepts.

The marketing concept is viewed from the customers orientation philosophy which seek to identify unsatisfied consumer needs and wants, and this develops goods and services tailored towards filling up and satisfying such needs though not all organization practices this concept but successful firms embark on it. Given the intense and growing competition, the global quest for profitable sites amongst marketers of goods and services, it has become mandatory for firms to adopt strategies in order to excel, grow and remain in the market in order to achieve acting organizational objectives.

Marketing strategies are developed from marketing objectives and overall organizational objectives (Kamineni, 2005).

Marketing strategies includes, the marketing objective of increase in sales, higher market shares and growth market penetration awareness ovation to mention a few. In order to achieve these goals and objectives, marketing evaluation and strategies are developed and implemented. The increasing world population has resulted in consumers becoming numerous and diverse in the buying requirements needs and characteristics since firms cannot effectively serve all of them in a broad market.

It is inevitable to identify those parts of the market that are profitable and can be serve effectively give the available organizational resources and capabilities, thus this calls for the adoption of effective and segmentation of the markets.

Marketing effect and segmentation is always a customers oriented philosophy this consistent with the marketing concept. market segmentation is the process of subdividing a market into distinct and meaningful sub set of customer who require a tailored called mat during marketing program to satisfy their needs. Many firms in the past adopted mass marketing concept as strategies for sales turnover by embarking on mass production, mass distribution and mass promotion of single brand of products to all buyers.

Market segmentation goes beyond product design consideration, as it extend to price, promotion ,distribution variable and having an overall knowledge of each segment needs in order to develop matching marketing mix. Firm do not go into segmentation in marketing until a through study of customer's behavior with in the market is conducted through study of customer effective of marketing research for better understanding of their distinct and homogeneous characteristics is required.

This ensures grouping together customers of similar requirement and characteristics. Essentially, it consists of large identifiable group with similar wants, purchasing habits, geographical location and buying requirement thus market segmentation is an approach that should be executed by firms for success enhancement. To a large extent, it is a process of dividing total heterogonous market for goods and services into several segments each of which tends to be homogeneous in all significant aspect.

Management thus select one or more of these market segment as the organization target market(s) and based on the understanding of their needs and wants, a matching marketing mix is envisaged, developed and directed towards satisfying them at a profit most importantly, segmentation enables the form to its marketing efforts and resources on the most profitable target market, in order to complete efficient by in one or two segments.

To be precise it involves a lot of dimension or approaches in terms of segmenting the market. Such as the geographic, demographic, behaviouristic and psychographic variables in dividing the total market into different groups with similarities between the. For any organization to break through in its marketing activities. It is important for the marketed to identify with market segmentation strategy. It enable the marketer to divide the market into various segment which could include income, age, locations etc and modify product offering that will suit into the particular target market.

Market segmentation requires that the company identify different basis for segmenting by the market develop profiles of the resulting market segment and develop measure of each segment attractiveness market segmentation remain on inedible mark for markets to enter a particular market.

Market segmentation have been defined by Philip Kotler as “the act of dividing a market into distinct meaningful group of buyers into might merit separate product and or marketer mix Kotler (2005)

Increasing sales cannot be achieved without effective evolution of segmentation of marketing as a strategy. Because of the prospect involved in adopting market segmentation, firm desiring to achieve success embark on dividing total market into segments that can be reached and satisfied efficiently and at a profit in consideration of the role market segmentation plays in increasing sales volume, the researcher has decided to conduct a study to identify its importance bases/approaches limitations and its influence on a customer oriented organization particular reference to 7up Botling Company Ilorin

## 1.2 Statement of Problem

The quest for increasing profitable state volume is every organization problem is every organization problem. Both markets of services and tangible seek to enhance profit and sales turnover and the objectives of profitability can only be achieved when firms properly understands and apply effective and markets segmentation strategy. Firms are also faced with difficulty of identifying and selecting particular market target and satisfying them by blending the marketing mix elements thus market segmentation recognizes that every market is made up of distinguishable segments consisting of buyers with different needs.

The task of clearly understanding consumer needs and wants, identifying various homogenous customers characteristics according to an outlined dimension in order to group them together adequately and to effectively develop marketing mix to match these characteristics and buying requirement. All poses fundamental marketing problems to firms.

## 1.3 Research Questions

**i.** Does market segmentation have relevance relation to sale turnover in organization?

ii. Does bases of market segmenting and dimension increase sale of Tuyil Phamarceutical Ilorin company?

iii. Does significant relation exist between sales promotion and sales of induStrial product

## 1.4 Objectives of theStudy

The purpose of this very research work is described below.

i. To establish the relevance of market segmentation to sales turnover of Tuyil Phamarceutical Ilorin.

ii. To examine how dimensions and bases of segmenting market and their relationship to sale increase.

iii. To examine the significant relation between sales promotion and sales of indutrial product

**1.5 Research hypothesis**

The following hypothesis will be formulated:

$Ho_1$: Marketing segmentation have significance relation to sales turnover of Tuyil Phamarceutical Ilorin.

$Ho_2$: Dimension and bases segmentation have no significant relation to sales increase

$Ho_3$: There is no significance relationship between marketing segmentation and sale of industrial product

**1.6 Significance of the study**

It is hoped that this study when successfully completed and supervised has a lot of roles to play. The study will basically fill a wide vacuum which is greatly essential to practitioners, experts, and scholars in marketing communication and promotion who have been lacking the needed guiding information for their market segmentation decisions, promotional budgeting as well as research studies on marketing mix.

Furthermore this study by its objectives will not only assess the relative effectiveness for sales but also in communication generally.

## 1.7 Scope of the Study

The study focus on the role played by marketing segmentation in sale of industrial product. Due to time and other constraints the study centered on Tuyil Phamarceutical Ilorin which is the case study. It also deals with the tool that is variables, product, price and promotion when show the way the Tuyil products meet the stated variable. This project will carry with in year 2022

## 1.8 Definition of related terms and concepts

At this juncture, it is very imperatives to defined some terms used in this chapter to enhance the reader understanding.

- **Marketing**:- This is the process of identifying the needs of the customers and providing the needs.
- **Price**:- This is the value consumers place on a particular product, often termed and expressed in monetary form.
- **Place**:- It includes the various activities the company undertake to make the product available and accessible to the target customer.
- **MARKETING SEGMENTATION:-** For marketing effort to be effective the marketer should decide whether to treat his market as a single large unit or as a group of separate smaller unit called market segments.
- **CONSUMER:-** Economics. a person or organization that uses a commodity or service.
- **Marketing Mix:** is a system which uses formalized procedures to proved management it all levels in all function with appropriate information based on data obtained from both internal and external sources to assist them to make timely arid affective decision.

- **Organization**: organization is defined as a description of group activities, or an important aspect of management factors which designs.
- **Promotion:** This is any action displayed to bring the product to the knowledge of the public. It is part of direct and indirect advertising programmes, which are intended to stimulate quick sales, action.
- **Price:** This is the money value that the sellers put on the product. It is the amount of money for which goods and services are brought or sold
- **Demand:** Demand is defined as a desire backed by ability to purchase certain amount of a product at given price at a particular time and place.
- **Firm:** Firm can be seen as business or company especially a small one.

# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 Introduction

Chapter two of this project will be all about literature review from different authors about market segmentation and conceptual frame work of research of the study . In marketing literature, segmentation is a central and prevailing concept, which offers directives regarding companies marketing strategies. Segmentation constitutes the focal point in marketing strategy and has been extensively adopted by companies for as long as companies have tried to differentiate themselves from competitors (Kamineni 2005).

Hunt and Arnett (2004) continue and argue thatone of the most established notions in modern marketing is market segmentation. According to Engel (1972), companies adopting segmentation receive a wide range of advantages, especially concerning information that can be obtained.

Weinstein (2006) state that companies must gain the consumers' trust and win them over and to accomplish this, companies must understand consumers' needs and wants in the segments where they struggle. Accordingly, by using the obtained information from segmentation, companies can easier understand consumers' wants and needs (Engel et al 1972)5. As one of the aims with advertising and promotion is to inform market segments of the product or service existing on the market, this information can be applied in order to direct companies marketing activities more effectively (Smith 1956)

According to Kotler (2005)15,these variables are the major variables in market segmentation. They are further inthis research referred to as traditional market segmentation variables. Geographicvariables are such variables as country size, city size, and density. Segmenting on demographic variables involves dividing consumers with regard to their age, life cycle, income, and occupation. The psychographic variables cover social class, lifestyle, and personality. The fourth segmentation variable, behavioural consists of benefits sought, usage rate, and purchase occasion. (Kotler et al 2005)15 each of these variables offer important insights to the understanding of the market.

However, at the same time, there are constraints with using them. As such, critiques have been directed towards all of these traditional segmentation variables Geographic segmentation is not appropriate to use, since it has weaknesses in its nature (Haley 1968)16.

Furthermore, Haley (1968)16 claims that thegeographic variables are not good predictors of theconsumer behaviour, as in today's society there is not much diversity between rural and urban areas. Thus, it is not effective to use this variable, as it cannot predict future buying behaviour within consumers. Moreover, geographic segmentation variables are based on expost factor analysis of consumers in different market segments, which rely on explanatory features (Haley 1968).

The capability of geographical variables has also been questioned due to their lack in offering an understanding of target markets (Schoenwald 2001). Some of the problems with using demographic variables derive from marketers trying to segment whole markets. If there is not a clear segment, the demographic variables will be of no utility since they then cannot describe the segment.

## 2.2 ConceptualFramework

### 2.2,1 Segment Marketing

(Kotler, 2004) A market segment consists of a group of customers who share a similar set of wants. Thus we would distinguish between car buyers who are primarily seeking low-cost basic transportation and those seeking luxurious driving experience. We must not confuse a *segment* and a *sector.* A car company may say that it will target young, middle-income car buyers. The problem is that young middle-income car buyers will differ about what they want in a car. Some will want a low-cost car and others will want an expensive car. Young, middle- income car buyers is a sector, not a segment.

The Marketer does not create the segments, the marketer's task is to identify the segment and decide which one(s) to target. Segment marketing offers several benefits over mass marketing, which includes;

- The company can create a more fine-tuned product or service offering and price it appropriately for the targetsegment.
- The company can more easily select the best distribution and communicationchannels.
- It will also have a clearer picture of its competitors, which are the companies going after the same segment.

A flexible market offering consists of two parts; a *naked solution* containing the product and service elements that all segment members' value, and *discretionary options that some segment members' value.*

### 2.2.2 Market Segmentation Procedure

(Kotler, 2004) Market Segments can be identified by classifying consumers demographically. A bank for example, may decide to group its customers by wealth, annual income, and age. Suppose it distinguishes five (5) wealth classes, seven (7) income classes and six (6) age classes. This alone would create 210 market segments (5 x 7 x 6). The real question however is whether the customer in any one segment really has the same needs, attitudes, and preferences.

This has led market researchers to advocate a needs-based market segmentation approach. Roger Best proposed the seven-step approach shown below;

| SEGMENT PROCCESS | DESCRIPTION |
|---|---|
| **1. Needs Based Segmentation** | Group customers into segments based on similar needs and benefits sought by customers in solving a particular consumption problem. |
| **2. Segment Identification** | For each needs-based segment, determine which demographics, lifestyles, and usage behaviours make the segment distinct and identifiable (actionable). |
| **3. Segment Attractiveness** | Using predetermined segment attractiveness criteria (such as market growth, competitive intensity, and market access), determine the overall attractiveness of each segment. |
| **4. Segment Profitability** | Determine segment profitability. |
| **5. Segment Positioning** | For each segment, create a 'value proposition' and product-price positioning strategy based on that segment's unique customer needs and characteristics. |
| **6. Segment 'Acid Test'** | Create 'segment storyboards' to test the attractiveness of each segments positioning strategy. |
| **7. Marketing-Mix Strategy** | Expand segment positioning strategy to include all aspects of the marketing mix: product, price, promotion, and place. |

Market segmentation must be done periodically because segments change. At one time the personal computer industry segmented its products purely on speed and power. Later, PC marketers recognized an emerging ‘Soho’ market, named for small office and home office. Mail-order companies such as Dell and Gateway appealed to this markets requirement for high performance coupled with low price and user-friendliness. Shortly thereafter, PC makers began to see Soho as comprised of smaller segments. ‘Small-office needs might be very different from home-office needs, says one ‘Dell’ Executive.

One way to discover new segments is to investigate the hierarchy of attributes consumers examine in choosing a brand. This process is called **market partitioning.** Years ago, buyers first decided on the manufacturer and then on one of its car divisions (brand-dominant hierarchy). Today many buyers decide first on the nation from which they want to buy a car (nation-dominant hierarchy). Companies must monitor potential shifts in the consumers’ hierarchy of attributes and adjust to changing priorities.

The hierarchy of attributes can reveal customer segments. Buyers who first decide on price are ***price dominant***; those who first decide on the type of car are (e.g., sports, passenger, station wagon) are ***type dominant***; those who first decide on the car brand are ***brand dominant.*** *O*ne can identify those who are type/price/brand dominant as making up a segment; those who are quality/ service/ type dominant as making up another segment. Each segment may have distinct demographics, psychographics, and media-graphics.

### 2.2.3 The Major Features of Marketing Mix

i. **Mutually dependent variables:** The marketing segmentation comprises of four distinctive variables, which are not only interdependent but also need to be planned in combination with each other. This ensures that action plans within the four are both complimentary and aligned.

   Assist in attainment of marketing targets: By making use of this set of variables, a business may achieve its marketing targets including sales, profits, as well as customer satisfaction and retention.

ii. **Flexible Concept:** The marketing mix concept is both fluid and flexible. As such, given the unique marketing conditions and customer requirements, the focus on any one variable can be increased or decreased.

iii. **Continuous Monitoring:** It is necessary to look out for varying trends and requirements both within the company and in the market in order to make sure that the elements in the marketing remains relevant and efficient.

iv. **The Function of the Marketing Manager:**

The helm of the marketing mix requires a mature, intelligent and innovative marketing manager. This crucial position means that the manager bears the responsibility for attaining desired results through skilful manipulation of these variables.

v. **The Customer as the Central Focus:** An important aspect of the marketing mix is that the customer is the main point of the activity. The customer perceptions determine the value of the product; hence the objective is to achieve a satisfied and loyal customer.

### 2.2.4 The impact of Marketing Segmentation in survival of a business Organization

As we have seen the key objective of an organization's marketing efforts is to develop satisfying relationships with customers that benefits both the customers and the organization. These efforts lead marketing to serve an important role within most organization and within society. As the organizational level, marketing is a vital business function that is necessary in nearly all industries whether the organization operates as a not for profit or as a not for profit. For the for profit organization, marketing is responsible for most tacks that bring revenue and hopefully profits to an organization. For non profit organization, marketing is responsible the not for profit mission, such as raising donations or supporting a cause.

For both types of organization, it is unlikely they can survive without a strong marketing effort. Marketing is also the organizational business area that interacts most frequently with the public and, consequently what the public knows about an organization is determined by their interaction with marketers. For example, customers may believe a company is dynamic and creative based on its adverting message. At a broader level of marketing offers significant benefit to society.

## 2.3 THEORETICAL FRAMEWORK

### 2.3.1 Resource-Based Theory

The resource-based perspective argues that sustained competitive advantage is generated by the unique bundle of resources at the core of the firm ( Conner and Prahalad 1996; Barney 1991). In other words, the resource-based view describes how business owners build their businesses from the resources and capabilities that they currently possess or can acquire (Dollinger 1999). The term "resources" was conceived broadly as "anything that can be thought of as a strength or a weakness" of the firm (Wernerfelt, 1984). The theory addresses the central issue of how superior performance can be attained relative to other firms in the same market and posits that superior performance result from acquiring and exploiting unique resources of the firm.

Implicit in the resource-based perspective is the centrality of the venture's capabilities in explaining the firm's performance. Resources have been found to be important antecedents to products and ultimately to performance (Wernerfelt, 1984). According to resource-based theorists, firms can achieve sustained competitive advantage from such resources as strategic marketing (Michalisin et at 1997; Powell,1992), management skills (Castanis and Helft 1991), tacit knowledge (Polanyi 1992; 1996), capital, employment of skilled personnel (Wernerfelt, 1984) among others. Resource based theorist (Barney, 1991;Grant 1991; Peteraf, 1993) contend that the assets and resources owned by companies may explain the differences in performance. Resources may be tangible or intangible and are harnessed into strengths and weaknesses by companies and in so doing lead to competitive advantage.

### 2.3.2 Agency Theory

The Agency theory has been extensively tested in the context of MNC subsidiaries. As subsidiaries increasingly evolve towards higher levels of competence creation, the study argue that resource dependency theory becomes increasingly relevant to developing an understanding of decision making in MNC subsidiaries.

Agency theory is one of the most widely used theories to explain the organization of relationships with MNCs (O'Donnell 2000). Within the MNC, headquarters delegates decision- making responsibilities to the subsidiary. MNCs are multi-unit firms and in this context, the agency approach has been best developed in the literature on internal capital market. This literature models the headquarters of multi-divisional enterprises re-distributing resources from laggard to leading constituent units (Stein 1997).

# CHAPTER THREE

# METHODOLOGY

## 3.1 INTRODUCTION

Owing to highly sensitive of a chosen topic in relation to the case study is a vital means of data collection was chosen to facilitate the collection uninfluenced information from the appropriate quarters. To this end, a data collection tool of personal interview chose to effort our objectives. Also, the method used to obtain data is questionnaire method.

## 3.2 RESEARCH DESIGN

Research design embraces the methodology and procedures employed to conduct scientific research. The design defines the study type; data collection methods and statistical analysis plan. This study took an explanatory research design since it seeks to establish the role of marketing segmentation in the realization of company goals and objectives.

The research strategy used for the research was a survey approach in order to collect quantitative data which was analyzed using descriptive statistical tools. The use of a survey enables generalization to be conducted using findings generated from a sample size which is representative of the whole population.

## 3.3 POPULATION OF THE STUDY

Sekeran, (1990) reported that population refers to the entire group of people, events or things of interest that the researcher wishes to investigate.

The target population for the study consists of all staff of Tuyil Phamarceutical Ilorin. The total number of people forming the population is about fifty (50).

## 3.4 SAMPLE AND SAMPLING PROCEDURES

A sample is a set of items or individuals selected from a larger aggregate or population. The sample was selected using random sampling method. This was due to the fact that not all the department and sections of Tuyil Phamarceutical Ilorin would be required to make relevant information available only. Therefore, the sample size adopted in this research work is 50. However, the numbers of questionnaire sent out and those received will be discussed in the next chapter of this work.

### 3.5 METHOD OF DATA COLLECTION

This research work is tending to use both primary and secondary sources for detail information

i. Primary Source
ii. Secondary Source

The primary source collected for the purpose of this work is from the use of observation experimented, survey, subjective estimation and personal interview.

The secondary sources has been collected by going through library, government journals, foundation research, institutes, education boards and private business firms, newspapers, journal office, accomplished such as import and figures airways records, production over the years, customer order file, job time and skill breakdown, raw material types of price e.t.c.

### 3.6 INSTRUMENT OF DATA COLLECTION

Numerous research tools are used by the researcher to gather the data used in this project work, some of the tools are discussed below;

***Interview***: This is the process by which the information that could not be collected accurately through questionnaires are been collected through interview, interview was conducted with most of the staff under the finance department. During the interview, information collected includes the general structure of 7up Bottling company Ilorin.

***Questionnaire***: The questionnaire were distributed personally to the staff of Accountancy department and monitored accordingly which from the single size of this project. The administrations of the questionnaire were limited to the 7up Bottling Company, Ilorin and particular attention, was placed to the finance department of the organization due to the nature of the study, positive result was received from the staff of the finance department and information collected made the writing of this project easier.

***Personal Observation:***The researcher made personal observation of the company financial statement and noting carefully activities of the financial controller.

## 3.7 METHOD OF DATA ANALYSIS

The data collected was analysed. To make the analysis of data easier, figure were converted into the table and percentage, in order word, this research project will be largely quantitatively in nature. Data presentation will be sown respectively in the next chapter.

$$\frac{\text{No. Of respondent}}{\text{Total Population}} \quad \text{X} \quad \text{Percentage (100\%)}$$

## CHAPTER FOUR

## DATA PRESENTATION, ANALYSIS AND INTERPRETATION

### 4.1 INTRODUCTION

This chapter present data, describes the analysis of data followed by a discussion of the research findings. The findings relate to the research questions that guided the study. Data were analyzed to identify, describe and explore the impact of marketing Segmentation on survival on industrial product. Data were obtained from self-administered questionnaires.

### 4.2 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

**Table 1.:** ***Sex Distribution of Respondent***

| RESPONDENTS | FREQUENCY | PERCENTAGE % |
|---|---|---|
| **MALE** | 30 | 6% |
| FEMALE | 20 | 40% |
| **TOTAL** | **50** | **78%** |

*Source: Field Survey, 2025*

The above table shows us the distribution schedule of the questionnaires used for this research work. It opines that 60% were male while 40% are female.

**Table 2:** ***Marital Status of Respondents***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE% |
|---|---|---|
| Single | 35 | 70 |
| Married | 15 | 30 |
| Divorced | - | - |

| | | |
|---|---|---|
| **Total** | **50** | **100** |

*Source: Field Survey, 2025*

The analysis above indicates that 70% of the staff are married with 30% are single, which implies that the company hold unto esteem staff and provide them job security.

**Table 3:** ***Age of Respondents***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| 18 – 25 year | 10 | 20 |
| 26 – 35 year | 30 | 60 |
| 36 – 45 year | 5 | 10 |
| 46 – 55 year | 5 | 10 |
| **Total** | **50** | **100** |

*Source: Field Survey, 2025*

From the analysis above, one can deduced that the organization has a large number of young employees i.e. 60% out of 100% respondents working in the organization are still young and energetic.

**Table 4:** ***Education Qualification of Respondents***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| M.Sc, MBS, Professional Qualification | 2 | 4 |

| | | |
|---|---|---|
| HND/B.Sc | 8 | 8 |
| WASSCE/GCE | 15 | 30 |
| ND/NCE | 20 | 40 |
| School Leaving Certificate | 5 | 10 |
| **Total** | **50** | **100** |

*Source: Field Survey, 2025*

From the above computation, one can deduced that most Tuyil Phamarceutical Ilorin staffs are ND/NCE holder

**Table 5:** ***Position of Respondents in the Organization***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Management upper | 1 | 2 |
| Management middle | 1 | 2 |
| Supervisory | 3 | 6 |
| Clerical | 30 | 60 |
| Others | 15 | 30 |
| **Total** | **50** | **100** |

*Source: Field Survey, 2025*

From the above calculation, it is deducted that clerical staff are the largest in the organization i.e. 30 clerk out of the response given. These are the officers engaged in distributing bills, record keeping and account department.

**SECTION B**

***Table 6: Question 1: Does marketing segmentation have any impact on sale of Company product ?***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Yes | 40 | 80 |
| No | 10 | 20 |
| Total | 50 | 100 |

*Source: Field Survey, 2025.*

From the above table, it can be deduced that 40 persons says that *marketing segmentation have any impact on sale of industrial product*, while 10 persons said No.

***Table 7: Question 2: Does marketing segmentation determine the patronage of 7up Bottling Company product?***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Yes | 35 | 70 |
| No | 15 | 30 |
| Total | 50 | 100 |

*Source: Field Survey, 2025.*

From the above table, it can be deduced that 35 persons says that *marketing segmentation determine the patronage of* Tuyil Phamarceutical Ilorin *product*, while 15 persons says No.

***Table 8: Question 3: Does customer desire are meet with means of market segmentation?***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|

| | | |
|---|---|---|
| Yes | 30 | 40 |
| No | 20 | 60 |
| Total | 50 | 100 |

*Source: Field Survey, 2025.*

From the above table, it can be deduced that 30 persons says that Tuyil Phamarceutical Ilorin *product* customer desire are meet with means of market segmentation, while 20 persons says No.

***Table 9: Question 4: Does the Marketing segmentation affect the volume or level of development in Nigeria?***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Yes | 25 | 50 |
| No | 25 | 50 |
| Total | 50 | 100 |

*Source: Field Survey, 2025.*

From the above table, it can be deduced that 25 persons says that *the marketing segmentation affect the volume or level of development in Nigeria*, while 25 persons says No.

***Table 10: Question 5: Does marketing segmentation create employment in 7up Bottling Company?***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Yes | 45 | 90 |
| No | 5 | 10 |
| **Total** | **50** | **100** |

*Source: Field Survey, 2025.*

From the above table, it can be shown that 45 persons says that the *marketing segmentation* *create employment in the* Tuyil Phamarceutical Ilorin, while 5 persons says No.

***Table 11: Question 7: Does marketing segmentation increase the quantity of products sales in an organization?***

| RESPONSES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Yes | 35 | 70 |
| No | 15 | 30 |
| **Total** | **50** | **100** |

*Source: Field Survey, 2025.*

From the above table, it can be deduced that 35 persons says that marketing segmentation increase the quantity of products sales in an organization, while just 15 persons says No.

**TEST OF HYPOTHESIS**

In the testing for validity of hypothesis formulated in chapter one chi-square will be use in the test of hypothesis which is denoted as $X^2$ it is normally used to fund the difference between a set of observed frequencies.

A civil-square ($X^2$) is a sample statistics, it is computed as follows:

$$\left( \frac{\sum(Oi - \varepsilon i)}{\varepsilon i} \right)$$

$where \chi^2 = chi - square$

N = Number of Sample

Q= Observed Frequency

$\varepsilon i$ = Expected Frequency

The chi-square calculate ($X^2_{cal}$)and chi-square tabulated is greater than the tabulated the alternative hypothesis will be accepted and the null hypothesis will be rejected. But in otherwise the null hypothesis will be accepted and the alternative be rejected 5% level of significance.

This can be shown statistically.

$\chi^2 cal > \chi^2_{Tab}$ : Ho is accepted

$\chi^2 cal \;\; \chi^2_{Tab}$ Ho is rejected and it accepted

**HYPOTHESIS ONE**

Null hypothesis (Ho): $Ho_1$: Marketing segmentation have no significance relation to sales turnover of Tuyil Phamarceutical Ilorin.

($H_I$). Marketing segmentation have significance relation to sales turnover of Tuyil Phamarceutical Ilorin. The hypothesis is in the questionnaire administered and fully analyzed and present in cable.

| Alternative (group ) | $O_i$ | $E_i$ | $O_i$- $E_i$ | $(O_i- E_i)^2$ | $(O_i- E_i)/Ei$ |
|---|---|---|---|---|---|
| Yes | 40 | 10 | 30 | 900 | 90 |
| No | 10 | 10 | 0 | 0 | 0 |
| Total | 50 | 20 | 30 | 900 | 90 |

*Sources: Questionnaire Administered, 2025*

The hypothesis is tested with the use of chi-square with the level of significant 5% (0.05)

Degree of freedom (V) = (r-1) (c-1)

(2-1)(2-1)

V=1

That is, $X^2$ tab = $X^2 1,0.05$ = 3.841

$$\therefore \chi^2 cal = 29.4 \quad \chi^2 tab = 3.841$$

$$\sin ce \chi^2 cal > \chi^2 tab, Ho \;\; rejected \;\; and \;\; H_I \;\; is \;\; accepted$$

Since the calculate value 90 is greater than table value 3.841, the null hypothesis is rejected while the alternative hypothesis which states that "There is impact played by marketing segmentationon the sale of industrial product .” is accepted.

## 4.3 DISCUSSION OF FINDINGS

Since the calculated value 29.4 is greater than table value 3.841, the null hypothesis is rejected while the alternative hypothesis which states that “marketing segmentation determine the patronage of a newly introduced product” is accepted. And also the first hypothesis testing made it obvious due to the results that marketing segmentation have impact on sale of industrial product.

It is also shown in table 10 that marketing segmentation create employment in Tuyil Phamarceutical Ilorin, majority of the respondent which constitute to 90% followed the statement.

# CHAPTER FIVE

# SUMMARY, CONCLUSION AND RECOMMENDATIONS

## 5.1 Summary of Findings

This project, was based on the impact of market segmentation on sale of industrial product which Tuyil Phamarceutical Ilorin was a case study for the project work.

During the course of writing this project, the activities of the company were used as a study closely observed, their producers operation and organization as a whole observed.

The focus of the study is on the impact of market segmentation on sale of industrial productbased on the focus of this project certain issue were discussed.

The concept of marketing segmentation as a tool for the increase on sales of industrial product were not life untouched or not discussed.

Based on my findings from the record of marketing segmentation, it was discovered that marketing segmentation is relevant to the sale of many industrial product.

## 5.2 Conclusion

From findings the response gathered from the interview conducted with various personnel on the sales department of the Tuyil Phamarceutical Ilorin. It can be agreed that the essence of the market segmentation which cannot be over emphasized in any organizational marketing activities.

The aim of business organization is to make profit so as to remain in business in order to active their aim of manufacturing organization must carry out effective marketing management with the 4ps.

Moreover, it can be said most of the responses from the interview conducted were all positive which picture the vitality of the marketing in the day to day activities and business depend solely on the way in which make use of the marketing segmentation (4ps) these marketing strategy has a lot to do in the running of a business toward its survival.

## 5.3 Recommendations

Well from the findings mentioned the following recommendation have been announced to improve on the marketing of Tuyil Phamarceutical Ilorin to ensure stability of the how earners who may refuse further consumption to ensure more if price are reduced and quality maintained.

The increase the rural peoples consumption of Tuyil Phamarceutical Ilorin product

i. Advertisement should be carried out through the ratio since the ratio are within the affordable price of the rural relative to television set the attribute of 7up Bottling Company particular it taste and strength has been found to be responsible for its been favoured.

ii. In addition, since salesmen are activity involved in the company's selling activities, their selection must based on merit and proven ability in selling to yield the qualified persons invariable result to increase in sales volume knowing fully well that the salesmen will put their potentials and talents into selling processing.

iii. The sales managers or marketing managers should be creative and initiative, not relating relenting on their efforts in making their product at better advantage to other competition in the market. This will enhance profitability continuity and survival of the business in operation.

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# QUESTIONNAIRE

**Instruction: Please tick ( √ ) appropriately**

**SECTION A (PERSONAL DATA)**

1. Sex: (a) Male ( ) (b) Female ( )
2. Marital Status: (a) Single ( ) (b) Married ( )
   (c) Divorce ( )
3. Age: (a) 18-25 yrs ( ) (b) 26-35 yrs ( ) (c) 36-45 years ( )
   (d) 46 – 55yrs ( )
4. Educational Qualification: (a) M.Sc, MBS, Prof ( )
   (b) HND/BSC ( ) (c) WASCE/GCE ( ) (d) ND/NCE ( )
5. Position in Organization: (a) Management Upper ( )
   (b) Management Middle ( ) (c) Supervisory ( )
   (d) Clerical ( ) (e) Others ( )

**SECTION B**

1. Does marketing Segmentation have any impact on survival of business organization? (a) Yes ( ) (b) No ( )
2. Does marketing segmentation determine the patronage of 7up Bottling Company product? (a) Yes ( ) (b) No ( )
3. Does 7up Bottling Company product have effect on the firm?
   (a) Yes ( ) (b) No ( )
4. Does the Marketing segmentation affect the volume or level of development in Nigeria? (a) Yes ( ) (b) No ( )
5. Does marketing segmentation create employment in 7up Bottling Company? (a) Yes ( ) (b) No ( )
6. Does marketing segmentation increase the quantity of products received and released in an organization? (a) Yes ( ) (b) No ( )